

## Message Text

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ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 PA-02 PRS-01 USIE-00 SSO-00 EB-07

/021 W

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O R 141915Z AR 75

FM AMCONEUL SAO PAULO

TO SECSTATE WASHDC IMMEDIATE 6081

INFO AMEMBASSY BRASILIA

AMEMBASSY BOGOTA

AMEMBASSY CARACAS

AMEMBASSY MEXICO CITY

AMCONSUL PORTO ALEGRE

UNCLAS SAO PAULO 0639

PASS COMMERCE

E.O. 11652: N/A

TAGS: BEXP, BR

SUBJECT: ROCKY MOUNTAIN STATE IOGA TRADE MISSION

REF: STATE 056409

1. REFTEL IS FIRST NOTIFICATION CONGEN HAS RECEIVED CONCERNING THIS MISSION SINCE 11 NOV. 74 (STATE 247003), AND IT HAS CHANGED DATES AGREED TO BY POSTS INVOLVED. SAO PAULO DATES UNACCEPTABLE SINCE APRIL 21 IS BRAZILIAN NATIONAL HOLIDAY, AND MISSION WOULD BE UNABLE CONDUCT ANY BUSINESS AT ALL UNTIL MORNING OF APRIL 22. THIS LEAVES AT MOST TWO WORKING DAYS, DEPENDING ON MISSION'S ETD FROM SAO PAULO.

2. FURTHER PROBLEM IS THAT HOTEL HILTON HAS NO ROOM AVAILABLE ON THESE DATES AND, UNLESS SITUATION CHANGES, MISSION WOULD HAVE TO USE ALTERNATE HOTEL AT CONSIDERABLY GREATER EXPENSE FOR BIC AND DIRECTOR'S SUITE.

3. REFTEL DOES NOT LIST PARTICIPATING FIRMS, THEIR PRODUCTS, OR GOALS, AND CONGEN THEREFORE UNABLE OFFER ANY COMMENT  
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ON GROUP'S APPROPRIATENESS FOR CURRENT BRAZILIAN ECONOMIC SCENE. EMPIRE MACHINERY WILL PROBABLY HAVE ROUGH SLEDDING IN ATTEMPTING SELL REBUILT EQUIPMENT IN BRAZIL BUT THIS DIFFICULT TO JUDGE IN ABSENCE DETAILED INFO. RE ITS SPECIFIC PRODUCTS LINES.

4. ADDITIONAL FACTORS WHICH MUST BE CONSIDERED ARE: (A) CONGEN INVOLVED WITH PAN AM ON APRIL 2 FOR TOURIST PROMOTION VISIT-USA CAMPAIGN, (B) CHEMICAL/PETROCHEMICAL TRADE MISSION DUE IN SAO PAULO APRIL 16-18, AND POST INVOLVED WITH ARRANGEMENTS, (D) ADVANCE TEAM FOR ANNUAL ICAF VISIT DUE IN WEEK OF APRIL 21 FOR CONSULTATIONS WITH POST AND (E) REMNANTS OF PRINT PACK CLEAN UP WILL STILL MAKE DEMANDS ON POST'S TIME AND RESOURCES.

5. POST REQUESTS COMMERCE ADVISE MISSION PLANNERS OF ABOVE FACTORS, AND ALSO FORWARD THEIR NAMES, PRODUCTS AND GOALS TO SAO PAULO BY IMMEDIATE CABLE SO THAT DETAILED ANALYSIS OF THEIR SUITABILITY FOR BRAZILIAN MARKET CAN BE UNDERTAKEN;  
COMMENT: SUBJECT MISSION HAS HAD ON-AGAIN HISTORY SINCE EARLY 1973. IT IMPORTANT THAT, IF IT IS COMING, IT BE COMPOSED OF APPROPRIATE FIRMS WELL BRIEFED ON CURRENT BRAZILIAN IMPORT SITUATION. GIVEN PRESENT LACK OF ADEQUATE INFO RE MISSION COMMENT, POST UNABLE AT THIS TIME ALTHOUGH IT COULD BE FITTED INTO ALTERNATE SCHEDULE. OFFER CONCLUSIVE COMMENT ON ITS ACCEPTABILITY. FYI: STATE 026368 CITED CONCLUSIVE REFERS TO PENNSYLVANIA MISSION. LAST CABLE RE SUBJECT MISSION RECEIVED BY SAO PAULO WAS THAT LISTED PARA 1 ABOVE. CONGEN RIO SHOULD ALSO BE INCLUDED IN ALL TRAFFIC SINCE ALL PRINTING AND TRANSLATING OF MISSION BROSCHITES DONE THERE.  
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NNN

\*\*\* Current Handling Restrictions \*\*\* n/a

\*\*\* Current Classification \*\*\* UNCLASSIFIED

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